



**Job Opening Announcement**  
**Sales Development Consultant**

Are you ready to put your energy and experience to work, make an immediate impact, and be a part of an exciting future? Goodheart-Willcox Publisher, Experts in Career and Technical Education (CTE), is seeking a self-motivated and organized **Sales Development Consultant** who will focus on building momentum and excitement for our products and drive sales throughout the country. Are you up for the challenge?

**What you'll do:**

- Conduct outreach and communication with educators to designated accounts to promote and sell new first editions, revisions, and other front list products.
- Research school or college programs to build customer lists for first edition and new revisions.
- Learn product knowledge, market challenges, and competitive information for effective communication.
- Demonstrate the ability to align product strengths with instructor needs and customize sales messages accordingly.
- Make a minimum of 50 outbound phone calls and 25 emails daily.
- Track and qualify inbound leads that come from website and inbound/outbound phone calls and emails.
- Send product samples and/or quotes to customers as requested using systems in CRM.
- Contribute to the achievement of total sample and revenue goals for first editions and new revisions.
- Work with Marketing to execute and follow-up on promotional campaigns for first editions and new revisions.
- Contribute to sales opportunity pipelines aligned to first editions and new revision goals.
- Add and update customer contact information in CRM.
- Represent G-W as needed at conferences and tradeshow to help support overall sales and marketing initiatives.
- Attend annual company sales meetings held in Tinley Park office or outside location.

**What you'll bring:**

- Three years of previous inside sales, customer service or sales support experience required. Experience in educational or publishing sales a plus.
- Experience working with a CRM required.
- Certification or credentialing from a Career and Technical School Program or Apprenticeship Program.
- Bachelor's degree preferred.
- Excellent interpersonal skills and the ability to work successfully with a variety of people.
- Strong knowledge of Microsoft Office or Office 365 required, including proficiency in Microsoft Word, Excel, Outlook, and Teams.

**What it's like to work here:**

At Goodheart-Willcox Publisher, you will be working in a professional environment, supported by a passionate and energetic team that is invested in your growth and success. This is your chance to join an established employee-owned company that has been publishing for the Career and Technical Education field since 1921. Driven by the mission "We Build Careers," you will help educators implement and access our premier instructional materials, which helps students find and keep great careers, all while growing your own. Goodheart-Willcox has spent nearly a century building a culture that we are proud of. Our team members embody these core values:

- Roll up your sleeves
- Do the right thing
- Can-do attitude
- Always improving

Goodheart-Willcox Publisher provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, ancestry and marital status, and other protected classes, in accordance with applicable federal and state laws.

In addition, Goodheart-Willcox Publisher complies with applicable state and local laws governing nondiscrimination of employment. This policy applies to all terms and conditions of employment, including, but not limited to hiring, placement, promotion, termination, layoff, recall, transfers, leave of absence, compensation, and training.